

PROSPECTS 5.0 Industry 5.0 Wiki

Did You Know Series

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Task	: Task 5.2
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Products with ESG (environmental, social and governance) claims have accounted for 56% of sales growth over the past five years.

More and more companies are incorporating environmental and social responsibility into their products, reflecting the growing demand for sustainable and ethical products. ESG claims include labels such as "environmentally sustainable", "fair trade", etc. Products making ESG-related claims averaged 28 percent cumulative growth over the past five-year period, versus 20 percent for products that made no such claims.

Source: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets>



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